

REMARKS

In response to the Office Action mailed November 3, 2004, the Applicant has carefully studied the outstanding Office Action and has amended the application in accordance with the Examiner's suggestions.

In particular, the Abstract has been amended to remove the word "means" to which the Examiner has objected.

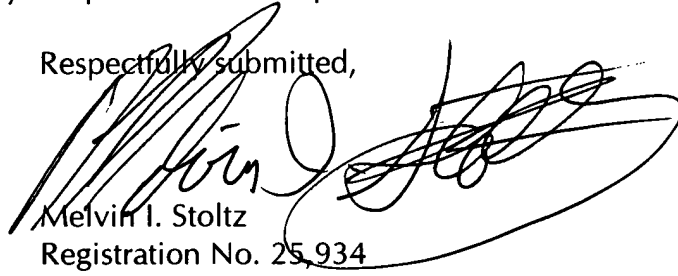
In addition, page 16, line 8 of the specification has been amended to define indicia 39 as now shown in amended FIGURE 1. Enclosed herewith a replacement sheet which clearly shows indicia on the panels forming the multi-panel advertising/promotional display system of the present invention.

Finally, each of the detailed objections raised by the Examiner to the Claims has been amended in a manner which is believed to be consistent with the Examiner's suggestions. Consequently, Applicant believes that all of the Examiner's objections have now been overcome and that this application is now in condition for allowance.

Based upon the foregoing Amendment and the enclosed revised drawings, the Applicant believes that Claims 1-20 are now all in condition for allowance, and an early notice of allowability is earnestly solicited. Of course, if any questions remain which may be resolved in a telephone interview, Applicant's undersigned Attorney

would gladly discuss such issues with the Examiner at the Examiner's convenience. For this purpose, Applicant's Attorney has provided his telephone number below.

Respectfully submitted,



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